

# PATENT ABSTRACTS OF JAPAN

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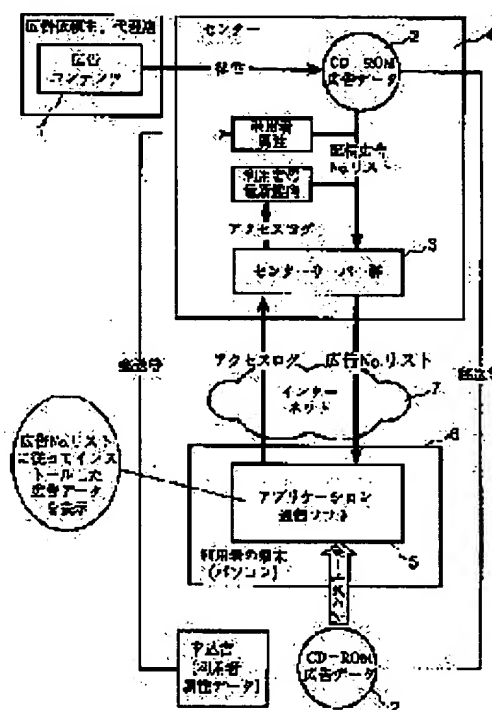
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## (54) ADVERTISEMENT DISTRIBUTION SERVICE SYSTEM

### (57)Abstract:

**PROBLEM TO BE SOLVED:** To provide advertisement information complying with dynamic needs to user sides at any time by sending the advertisement information corresponding to the dynamic needs to respective user sides according to the frequency of real-time access use of dynamic log data by the users.

**SOLUTION:** Dynamic log data corresponding to information on access through application communication software 5 is recorded and managed by a center server 3 by using a CD-ROM 2 as a recording medium for each user. According to the frequency of real-time access use of the dynamic log data by a user, a advertisement information complying with dynamic needs is provided by a control information sending means from the center server 3 for each user side. Namely, the center server 3 can recognize the dynamic needs of the user by combining states of various Internet site use and cross all kinds of characteristic to deliver advertisement so that target are narrowed down.



## LEGAL STATUS

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